



**BATTERSEA**

HERE FOR EVERY DOG AND CAT

# RECRUITMENT PACK



# PR Lead (BDCH6182) - Battersea London

Battersea is here for every dog and cat and has been since 1860. We are a leading animal welfare charity and over the last 160 years we've grown from one home in London to three rescuing and rehoming centres across the South East. With c600 employees and 1000 volunteers, we have cared for over three million vulnerable animals. We also campaign tirelessly to make things better for dogs and cats, sharing our expertise and educating the public and policymakers about responsible pet ownership. Join us and make a difference for every dog and cat.

Please read the information below thoroughly before starting your application.

## Your Application

Your supporting statement is a very important part of your application. We cannot make any assumptions about your knowledge, skills and experience so the information that you provide in your supporting statement is vital for us to decide whether to shortlist you for an interview.

Please demonstrate how you meet the criteria and our values listed in the person specification, detailing your experience, skills, achievements and/or abilities that are relevant for the role that you are applying for. You should use specific examples. Please do not generalise e.g. "I usually...", or waste your word limit by telling us that you love dogs and cats. We are looking for evidence that you can thrive in the role advertised.

Your statement should not exceed 1,000 words. We recommend you draft and save your supporting statement outside of the application portal as your connection may time out and it is not possible to save this document online for future use.

**Closing date:** 17<sup>th</sup> November 2024  
**Interview date:** 27<sup>th</sup> November to 2<sup>nd</sup> December 2024

If you do not hear from us within 2 weeks of the closing date, please assume you were unsuccessful on this occasion. Please note that we reserve the right to close this post early, should we receive a high volume of applications.

We are committed to providing equality of opportunity and valuing diversity for all current and prospective employees, volunteers and Trustees. We aim to ensure that this commitment, reinforced by our values, is embedded in our day-to-day working practices and our work together. We would particularly welcome applications from black and minority ethnic and disabled candidates, who are currently under-represented at Battersea.

## Working at Battersea

Please note that all offers of employment require:

- References deemed satisfactory by Battersea
- Proof of eligibility to work in the UK

## Data Protection

The information you provide in your application will be used by Battersea Dogs and Cats Home (Battersea) to assess your suitability for the role you have applied for. We will not use your personal data for marketing or fundraising purposes (unless you have previously supported Battersea) and will not share your data with any third parties for their marketing purposes. We will also ask you for sensitive information (such as information relating to ethnicity or sexual orientation), but only to allow Battersea to monitor and report on diversity and equality of opportunities. The provision of this information is entirely voluntary and will not be used in determining whether you are shortlisted for the role you have applied for.

Further information about how we protect and use your personal data is set out in our Job Applicant Privacy Notice or contact our Data Protection office at [DataProtection@battersea.org.uk](mailto:DataProtection@battersea.org.uk)

## Contact

If you have any questions, please contact us at [jobs@battersea.org.uk](mailto:jobs@battersea.org.uk) or 0800 001 4444.

## Job Description: PR Lead

<b>Dept/Team:</b> Marketing & Communications / Communications	<b>Location:</b> London (with hybrid working, 50% in office)  Flexibility and willingness to meet the needs of Battersea out of office if required and travel to other sites and events around the UK.
<b>Hours:</b> 35 hours per week, but we're always happy to discuss flexible working, part time hours and job share arrangements	<b>Duration:</b> Permanent
<b>Responsible To:</b> Head of Communications	<b>Responsible For:</b> 2 x PR Managers, 1 x Senior PR Officer/Specialist, 1 x FTC Filming Project Manager
<b>Works With/Key Contacts:</b> Directors, Senior Managers & Managers Media agencies, Partners, Government & Sector PR teams Royal Household, Ambassadors & Celebrities Journalists TV Production teams	<b>Salary &amp; Grade:</b> Salary: £58,300 per annum Grade: B2

### Battersea's approach to diversity

Battersea is here for every dog and cat and has been since 1860. We care for animals unconditionally, and we do not judge the owners of pets that need our help. It is this commitment which brings us together as an organisation, and we take great joy and pride in that.

We were founded by a female pioneer, Mary Tealby, who was unafraid to confront convention at a time when women leaders were rare, and animals were not universally loved. Her willingness to challenge the status quo is part of the legacy she leaves with us today, and we celebrate the impact we have made so far because of her vision.

We are ambitious to do more, including helping new populations of animals in new places beyond our centres; and we know we must adapt to the evolving world around us, harnessing the skills, experience and creative thinking of a diverse workforce to help greater numbers of animals and deliver the impact we all aspire to. And we know that an inclusive environment, where we welcome different perspectives and where staff and volunteers are empowered to be themselves, will ensure we continue to thrive.

We strive to create lasting change for animals and the people that care for them and believe that creating a truly diverse and inclusive Battersea, which is proudly open to all, will be essential in our mission to deliver greater impact for dogs and cats everywhere.

### Why the role exists

This is an exciting opportunity to join Battersea at the start of a new five year strategy for the charity as it seeks to scale up and deliver new services and partnerships that will help it in its mission to help more dogs and cats, creating lasting change for animals and those who care for them, wherever they are. Earned media and PR is crucial to help Battersea build its visibility awareness, and relevance to new and existing audiences to support engagement with our strategic aims. The PR team play a key part in telling our story, shifting public attitudes, and generating support.

We are looking for an experienced and ambitious Senior PR Manager to lead and oversee the Battersea PR function, delivering a public relations strategy in line with Battersea's strategic objectives in the UK and

internationally. The post holder will work within the wider Marketing & Communications directorate on the development of joined-up strategies and audience engagement, ensuring Battersea is relevant and accessible to core existing audiences as well as new, younger and more diverse audiences, and we are well-known, trusted, distinctive, and understood for the breadth of our work. They will oversee storytelling, events, and partnership activity that helps us emotionally connect, resonate with and inspire our audiences.

**What you'll be doing**

**Approx % of time**

Own and develop the PR strategy for Battersea, helping the charity maintain trust, increase its share of voice and visibility, and build relevance and affinity in order to reach and engage with existing and new audiences.	20%
Lead and oversee PR strategy on a number of campaigns in support of Battersea's five-year strategy, delivering quality earned media coverage and audience engagement across a range of channels that secures greatest impact for the charity.	20%
Lead on the delivery of key media partnerships and assigned projects, driving clarity and shared understanding of objectives, working with project sponsor to keep stakeholders and senior staff updated. Effectively resolve issues, efficiently manage the project budget, demonstrate effectiveness and drive learning through good evaluation.	15%
Develop and maintain strong relationships with a broad range of external partners, creative and PR agencies and production companies to support the delivery of Battersea's PR strategy and the continued positive reputation of the charity.	15%
Deliver inspirational and supportive line management, building a committed, empowered, and successful team through effective selection, coaching, development and performance management.	15%
Build positive relationships with senior stakeholders to communicate the value of PR activities and actively support the development and delivery of key performance indicators and systems/tools to continuously measure and report on the quality and impact of PR campaigns and initiatives.	5%
Proactively keep up to date with issues, best practice, and the latest developments relevant to PR, Battersea, its partners, and the charity sector.	5%
Effectively oversee and prioritise PR activity and manage team time, budgeting, forecasting, and phasing of spend.	5%

The above job description is intended to be an outline of the duties and responsibilities for this role. Job descriptions change over time, and we will discuss with you and ask you to carry out work relevant to your role.

**What you'll need to have to do the job**

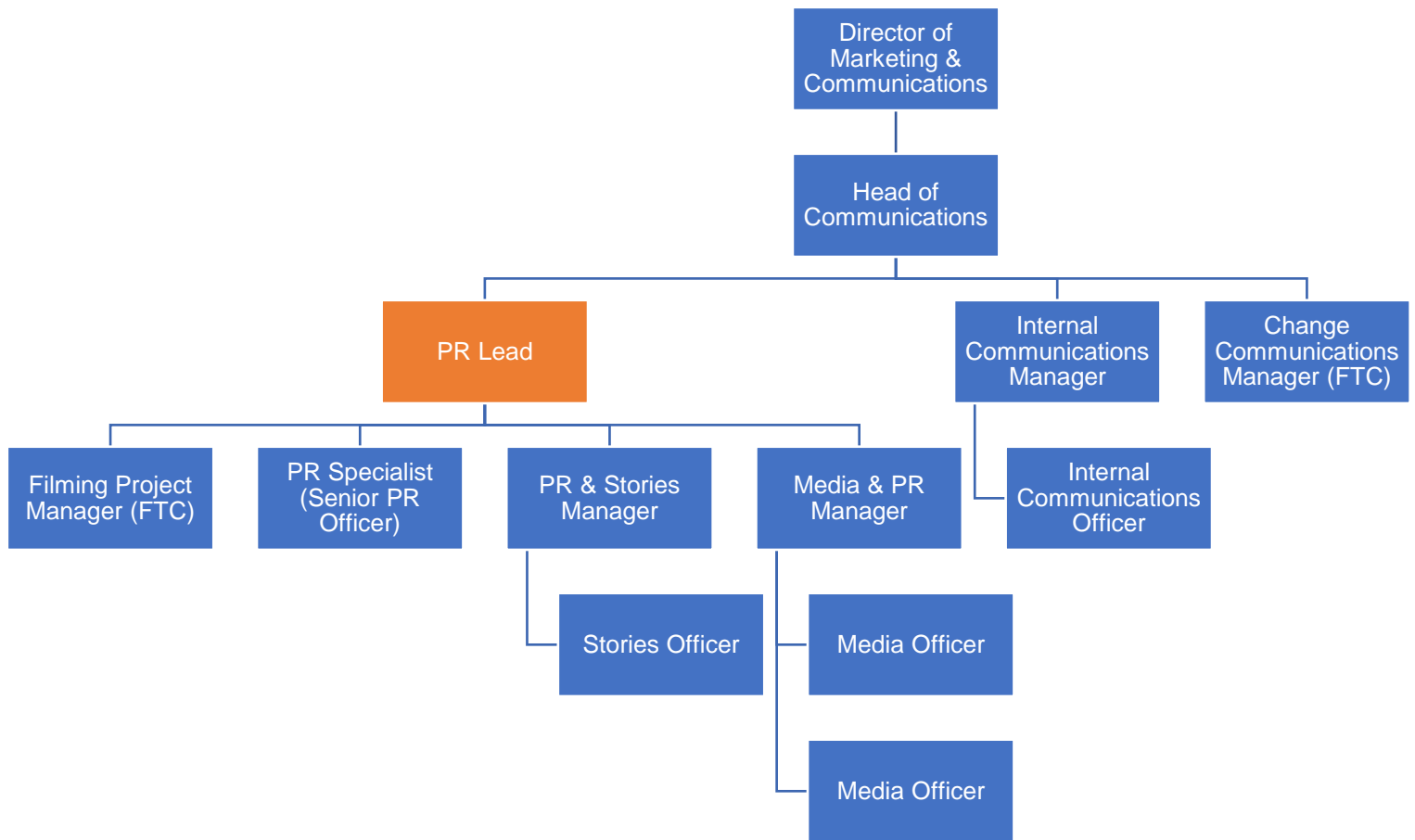
<b>Job Specific</b>	Significant experience in media, PR, or communications roles, with strong people leadership and management skills; able to develop and support a high performing team that can support organisational change.
	Proven track record of devising, leading, and evaluating creative PR or news campaigns including achieving widespread multi-channel media coverage.
	Highly developed relationship building, influencing and communication skills with significant experience of working in partnership with Government, charity beneficiaries, public or private sector organisations and/or high profile personalities.

	A highly strategic and creative thinker with exceptional problem solving and decision-making skills.
<b>Core skills</b>	Significant experience of managing and prioritising a high workload and multiple complex issues and tasks in a changing environment with tight deadlines.
	Excellent standard of written English and numeracy with an eye for detail and the ability to use MS Office and other relevant IT systems and media platforms and tools as appropriate for the role.
	Empathy and resilience when communicating with Battersea's service users and dealing with sensitive and confidential issues.
<b>Values</b>	CARE – We care wholeheartedly about our mission to be here for every dog and cat, and the work we each do to achieve this.
	EXPERTISE – We are experts at what we do, focusing on continual improvement, learning and growing our expertise, so we can all be the best we can be.
	DETERMINATION – We stay focused and solve problems to achieve our goals and our mission to be here for every cat and dog.
	RESPECT – We treat one another with respect, just as we treat every cat and dog with respect.
	INCLUSION – We champion diversity in all its forms, so that everyone can be themselves and feel valued and included.
	COLLABORATION – We understand that by working together across teams and with our partners, we achieve more for dogs and cats.

### What we'd like you to have to do the job

- Experience working within the charity or not for profit sector.
- Experience overseeing major filming projects and contracts.
- Knowledge of animal welfare issues.
- Experience of implementing new processes for effective working.

## Position in the team



# Employee Benefits

We offer our employees a wide range of benefits to reward them for the value that they bring to Battersea, to support them in their work, to help improve their health and wellbeing, and maintain a healthy work-life balance.

We intend to offer these benefits on an ongoing basis but may amend or withdraw them at any time.

Battersea has been verified as a truly flexible workplace by Flexa for 2024-2025. You can find out more about our flexible working benefits via our [Flexa Page](#).

## Pension Scheme

Our group personal pension scheme is available to all employees. New employees will be auto enrolled into our pension scheme in their second month of employment, if they meet the eligibility criteria, at our standard rate of 2.67% employee contribution, 5.33% employer contribution. The following month, new starters can choose to increase their contribution rates and so benefit from a higher employer contribution of up to 10%. Because the GPP pension scheme is a salary sacrifice scheme, Battersea will also invest approximately 50% of the savings it makes on Employer National Insurance Contributions into your pension plan.

The contribution levels are as follows:

Employee contribution	Battersea contribution
2.67%	5.33%
3%	6.2%
5%	10.3%

Example of monthly pension contributions for salary of £20,000:

Employee contribution	Battersea contribution	pension
2.67% = £44.50	5.33% = £88.83	
3% = £50.00	6.2% = 103.33	
5% = £83.33	10.3% = £171.66	

## Annual Leave

Employees are entitled to 28 days annual leave (pro-rata for part time employees and in the first year of employment), rising to 29 days after 5 years and 30 days after 10 years employment. This is in addition to eight days paid public holidays every year.

## Health Cash Plan

Battersea offers a healthcare cash plan free of charge to all employees, using a provider called Simply Health. This cash plan enables employees to claim 100% of the costs of everyday healthcare, such as dental treatment, eye tests, glasses, contact lenses, physiotherapy, chiropody, osteopath, chiropractor, health screening and much more, up to annual limits.

## Gym Membership

Employees who choose to join the Cash Health Plan can get discounts of up to 20% off a range of independent and chain gyms, including Fitness First, LA Fitness, Virgin Active and David Lloyd.

## Season Ticket Loan

Interest free season ticket loans are available to all employees after two months of employment with Battersea.

## Cycle to Work Scheme

We offer a Cycle to Work Scheme to encourage health and fitness. This enables you to save up to 40% of the cost of the purchase of a bike and safety equipment, up to a maximum value of £2,500 including VAT, by

having this cost recovered from salary over a 12-month period and so saving tax and National Insurance on this cost.

### **Paid Maternity Leave**

All pregnant employees are entitled to up to 52 weeks' maternity leave regardless of length of service. Employees who have worked with Battersea for more than 12 months by the time their baby is born receive enhanced maternity pay of 12 weeks full pay, with the remainder of their maternity leave being paid under Statutory Maternity Pay arrangements.

### **Paid Paternity Leave**

Fathers to be or employees who will share the responsibility with a partner for bringing up a child, may have the right to Statutory Paternity Leave and Pay.

Employees who have worked for Battersea for more than 12 months by the time their baby is born receive enhanced paternity pay of two weeks full pay.

### **Employee Assistance Programme**

We offer an Employee Assistance Programme to all employees free of charge. It offers completely confidential and impartial support, information, and counselling service to employees on legal, financial, debt management and emotional issues.

### **Life Insurance**

All employees are covered by our life insurance scheme, which provides a nominated beneficiary/ies with a lump sum equivalent to four times the employee's salary in cases of death whilst in employment at Battersea.

### **Uniforms for all Operational Employees**

Free uniform is provided for all operational and clinic employees.

### **Veterinary Treatment of Employees' Ex-Battersea Animals**

We provide cost price veterinary treatment for employees with ex-Battersea dogs and cats.

### **Discounted Pet Insurance**

We offer employees a 20% discount off the cost of Petplan insurance.

### **Discounts in our Shops**

We offer our employees a 25% discount in our shops.

### **Professional Membership Fees**

After two months service, employees in roles where ongoing membership of a recognised professional body, (where this membership is gained through a qualification), is an essential requirement in the person specification for their job can claim the cost of one membership fee per year up to a maximum of £400.

### **Sabbatical Leave**

Employees who have worked with us for five years or more can request six months unpaid sabbatical leave for personal or professional development, such as learning new skills or travel.





Battersea Dogs & Cats Home is a charity registered in England and Wales (206394)  
Registered Office: Battersea Dogs & Cats Home, 4 Battersea Park Road, London, SW8 4AA.